

## **More delicious and profitable sirukeerai variety for increasing the livelihood of Thiruvarur farmers**

### **1. Situation analysis/Problem statement:**

Mr. C. Govindharasu, s/o. Chinnaiyan is a zealous and experienced farmer who is residing at Adhanur vattam, Needamangalam block of Thiruvarur district. He would often approach the ICAR - Krishi Vigyan Kendra, Thiruvarur asking for new varieties in greens and technologies for adoption. He is cultivating greens of local varieties in a large scale and selling his produce in the local market. Earlier he cultivated greens of local varieties and he faced a problem of white rust which plundered the entire farm. Ultimately, he ended with disappointment in cultivation of greens. So, he was fond of new varieties with white rust resistance and good marketing value. In these circumstances, he visited ICAR-KVK, Thiruvarur and enquired the Scientists of KVK for new green varieties. Based on the idea received from ICAR - KVK, Thiruvarur, he cultivated a new green varieties PLR 1 and Arka Samraksha for an area of one acre

### **2. Plan, Implement and Support:**

He approached the ICAR - KVK, Thiruvarur for getting guidance to cultivate the sirukeerai variety, which is highly preferred by the consumers. Further, he attended various trainings on Cultivation of sirukeerai variety under organic agriculture, eco-friendly technologies for pest and disease management, soil health management, seed production technologies, etc. Consequently, ICAR KVK has supplied various inputs like good quality PLR 1 sirukeerai seeds, biofertilizers and other inputs. In addition to that, KVK - Thiruvarur has conducted a On Farm Trial on "Assessment of Sirukeerai variety in Thiruvarur district" in one acres of land at the farm of Mr. C. Govindharasu. All technical guidance has been given to the farmer with frequent field visits. As per the technical advice, he adopted all Integrated Crop Management practices like seed treatment, integrated nutrient and water management, integrated pest and management, etc.

### **3. Output:**

The farmer harvested the PLR 1 sirukeerai variety and Arka Samraksha variety about 25 and 35 days of duration respectively. The sirukeerai variety PLR 1 was shorter (42 cm) when compared to Arka Samraksha (94 cm) and local variety (103 cm) and the leaf area also smaller in sirukeerai PLR 1 variety. Even though sirukeerai PLR1 had lesser herbage (8.63 t/ha) than Arka Samraksha (9.36 t / ha) it was more delicious and preferred by the consumers. No incidence of white rust disease was found on both PLR1 and Arka Samraksha while local variety recorded 100 % of incidence. Since sirukeerai was more delicious and preferred by the consumers, it fetched

high price in the market and hence cultivating of sirukeerai PLR1 was more profitable than cultivating other varieties.

Therefore, the market value of sirukeerai PLR 1 variety was higher than Arka Samraksha and other local varieties. The farmer sold greens in the local market and earned the net income of Rs. 2,00,000/- per ha with B:C ratio of 5.00 which was higher than other varieties. Moreover, there was huge demand for sirukeerai PLR1 variety from the consumers.

#### **4. Outcome**

Even though the herbage yield of Sirukeerai PLR 1 variety was slightly lesser than Arka Samraksha, the profit out of cultivation of sirukeerai PLR 1 variety was high as PLR 1 fetched high price in the market. Sirukeerai PLR 1 variety was sold in the local market at the rate of Rs. 2,50,000/- per ha with net return of Rs. 2,00,000/- with in a month period which was more economical rewarding. The profit earned by Mr. C. Govindharasu was known to other nearby farmers and they are also very interested to cultivate sirukeerai PLR 1 variety.

#### **5. Impact:**

Sirukeerai variety PLR 1 was preferred by the consumers since it was very delicious. In addition to that the small leaves of PLR 1 was more attractive than large leaves of Arka Samraksha and Local variety in marketing point of view. Only five farmers were cultivating sirukeerai PLR 1 during 2022-23 and large number of farmers of Thiruvavur district are interested to cultivate sirukeerai PLR1 variety in the forthcoming season. By this trial, it is expected to extend the area under cultivation of sirukeerai PLR 1 variety in near future.

